

## ORDER



**KSNV**

|        |                      |                      |
|--------|----------------------|----------------------|
| Orders | Order / Rev:         | 108235               |
|        | Alt Order #:         | 06867569             |
|        | Product Desc:        | D.TARKANIAN 4 CON AD |
|        | Estimate:            | ADD                  |
|        | Flight Dates:        | 10/24/12 - 10/30/12  |
|        | Original Date / Rev: | 10/24/12 / 10/24/12  |
|        | Order Type:          | GENERAL              |

|               |              |
|---------------|--------------|
| Primary AE:   | Amy McCreary |
| Sales Office: | BLPHI        |
| Sales Region: | National     |

|        |                  |                                |
|--------|------------------|--------------------------------|
| Agency | Name:            | <u>Sandler-Innocenzi, Inc.</u> |
|        | Buying Contact:  | <u></u>                        |
|        | Billing Contact: | <u></u>                        |
|        |                  | <u>705 Prince St.</u>          |
|        |                  | <u>Alexandria, VA 22314</u>    |

|                    |           |
|--------------------|-----------|
| Billing Type:      | Cash      |
| Billing Calendar:  | Broadcast |
| Billing Cycle:     | EOM/EOC   |
| Agency Commission: | 15%       |

|            |                |                          |
|------------|----------------|--------------------------|
| Advertiser | Name:          | Tarkanian for Congress   |
|            | Demographic:   | A35+                     |
|            | Product Codes: | PLC02                    |
|            | Priority:      | SELECT PRIORITY CODE     |
|            | Revenue Codes: | POLITICAL/AGY, PCAN, GEN |

|                         |          |
|-------------------------|----------|
| New Business Thru:      |          |
| Order Separation:       | 00:05:00 |
| Advertiser External ID: |          |
| Agency External ID:     |          |

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12   | 10/28/12 | 2       | \$1,925.00   | \$1,636.25 |
| 10/29/12   | 10/30/12 | 3       | \$2,750.00   | \$2,337.50 |

**Totals**

| Month         | # Spots  | Gross Amount      | Net Amount        | Rating      |
|---------------|----------|-------------------|-------------------|-------------|
| October 2012  | 2        | \$1,925.00        | \$1,636.25        | 0.00        |
| November 2012 | 3        | \$2,750.00        | \$2,337.50        | 0.00        |
| <b>Totals</b> | <b>5</b> | <b>\$4,675.00</b> | <b>\$3,973.75</b> | <b>0.00</b> |

## Account Executives

|                   |              |              |                               |         |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

| Order Share | Share | Total       |
|-------------|-------|-------------|
| KSNV        | 19%   | \$4,675.00  |
| Market      | 100%  | \$24,605.26 |

## Competitive Share

| Competitive Share | Share | Total      |
|-------------------|-------|------------|
| CABLE             | 0%    | \$0.00     |
| KBLR              | 0%    | \$0.00     |
| KFBT              | 0%    | \$0.00     |
| KINC              | 0%    | \$0.00     |
| KLAS              | 30%   | \$7,381.58 |
| KLVX              | 0%    | \$0.00     |
| KSNV-             | 0%    | \$0.00     |
| KTNV              | 25%   | \$6,151.32 |
| KTUD              | 1%    | \$246.05   |
| KVVU              | 20%   | \$4,921.05 |
| KVWB              | 0%    | \$0.00     |
| LV1               | 0%    | \$0.00     |
| UNKWN             | 0%    | \$0.00     |

| Ln   | Ch   | Start    | End      | Inventory Code                            | Break | Start/End Time | Days    | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount     |
|--|------|----------|----------|---|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| E 1  | KSNV | 10/29/12 | 10/30/12 | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour) | CM    | 4-5pm          | MT----- | :30 | 2     | \$725.00 | 1   | 0.00 | NM   | 2     | \$1,450.00 |
| <div>NEWS</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> |      |          |          |   |       |                |         |     |       |          |     |      |      |       |            |

Order / Rev: 108235  
 Alt Order #: 06867569  
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Tarkanian for Congress  
 Product Desc: D.TARKANIAN 4 CON AD  
 Estimate: ADD

KSNV

| Ln        | Ch   | Start             | End             | Inventory Code                                  | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount     |
|-----------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|------------|
| E 1       | KSNV | 10/29/12          | 10/30/12        | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour)       | CM    | 4-5pm          | MT----- | :30 | 2                 | \$725.00    | 1   | 0.00          | NM     | 2     | \$1,450.00 |
| NEWS      |      |                   |                 |   |       |                |         |     |                   |             |     |               |        |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:     |      | 10/29/12          | 11/04/12        | MT-----   |       |                |         |     | 2                 | \$725.00    |     | 0.00          |        |       |            |
| E 2       | KSNV | 10/27/12          | 10/27/12        | Saturday Today<br>Saturday Today                | CM    | 7a-9am         | -----S- | :30 | 1                 | \$625.00    | 1   | 0.00          | NM     | 1     | \$625.00   |
| SAT TODAY |      |                   |                 |   |       |                |         |     |                   |             |     |               |        |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:     |      | 10/22/12          | 10/28/12        | -----S-   |       |                |         |     | 1                 | \$625.00    |     | 0.00          |        |       |            |
| E 3       | KSNV | 10/25/12          | 10/26/12        | M-F Jeop/Wheel<br>M-F Jeopardy/Wheel of Fortune | CM    | 630-730pm      | ---TF-- | :30 | 1                 | \$1,300.00  | 1   | 0.00          | NM     | 1     | \$1,300.00 |
| WH/JEP    |      |                   |                 |   |       |                |         |     |                   |             |     |               |        |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:     |      | 10/22/12          | 10/28/12        | ---TF--   |       |                |         |     | 1                 | \$1,300.00  |     | 0.00          |        |       |            |
| E 4       | KSNV | 10/29/12          | 10/29/12        | M-F Jeop/Wheel<br>M-F Jeopardy/Wheel of Fortune | CM    | 630-730pm      | M-----  | :30 | 1                 | \$1,300.00  | 1   | 0.00          | NM     | 1     | \$1,300.00 |
| WH/JEP    |      |                   |                 |   |       |                |         |     |                   |             |     |               |        |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:     |      | 10/29/12          | 11/04/12        | M-----  |       |                |         |     | 1                 | \$1,300.00  |     | 0.00          |        |       |            |
|           |      |                   |                 |   |       |                |         |     |                   |             |     |               | Totals | 5     | \$4,675.00 |